## CLAIMS

What is claimed is:

1    1.    A method for alerting a user to a promotional offer for a product, comprising the

2        steps of:

3    (a)    receiving a representation of a bar code from a user, wherein the representation

4        of the bar code is associated with a product;

5    (b)    generating a relationship between the user and the product;

6    (c)    storing the relationship between the user and the product in a database;

7    (d)    performing a search for matching a promotional offer to the product; and

8    (e)    outputting the promotional offer to the user based on the relationship of the user

9        with the product.

1    2.    A method as recited in claim 1, wherein the promotional offer is selected based

2        on criteria input by the user.

1    3.    A method as recited in claim 2, wherein the criteria is selected from a group

2        consisting of:  a price of the product, a location of a vendor of the product, a

3        date, a time, wrapping of the product, shipment of the product, and ability to

4        pick up the product.

1    4.    A method as recited in claim 1, wherein the promotional offer is output to a web

2        page of a network data site, wherein the user accesses the web page for viewing

3        the promotional offer.

1    5.    A method as recited in claim 1, wherein content relating to the product is also

2        output to the user.

1   6.   A method as recited in claim 1, wherein the promotion offer is output to a client

2       device of the user, wherein the client device is selected from the group

3       consisting of: a personal computer, a scanner, a portable computing device, a

4       telephone, a pager, and a facsimile machine.

1   7.   A computer program product for alerting a user to a promotional offer for a

2       product, comprising:

3   (a)   computer code for receiving a representation of a bar code from a user, wherein

4       the representation of the bar code is associated with a product;

5   (b)   computer code for generating a relationship between the user and the product;

6   (c)   computer code for storing the relationship between the user and the product in a

7       database;

8   (d)   computer code for performing a search for matching a promotional offer to the

9       product; and

10   (e)   computer code for outputting the promotional offer to the user based on the

11       relationship of the user with the product.

1   8.   A computer program product as recited in claim 7, wherein the promotional

2       offer is selected based on criteria input by the user.

1   9.   A computer program product as recited in claim 8, wherein the criteria is

2       selected from a group consisting of: a price of the product, a location of a

3       vendor of the product, a date, a time, wrapping of the product, shipment of the

4       product, and ability to pick up the product.

1   10.   A computer program product as recited in claim 7, wherein the promotional

2       offer is output to a web page of a network data site, wherein the user accesses

3       the web page for viewing the promotional offer.

1   11.   A computer program product as recited in claim 7, wherein content relating to
2         the product is also output to the user.

1   12.   A computer program product as recited in claim 7, wherein the promotion offer
2         is output to a client device of the user, wherein the client device is selected from
3         the group consisting of: a personal computer, a scanner, a portable computing
4         device, a telephone, a pager, and a facsimile machine.

1   13.   A system for alerting a user to a promotional offer for a product, comprising:
2   (a)   logic for receiving a representation of a bar code from a user, wherein the
3         representation of the bar code is associated with a product;
4   (b)   logic for generating a relationship between the user and the product;
5   (c)   logic for storing the relationship between the user and the product in a database;
6   (d)   logic for performing a search for matching a promotional offer to the product;
7         and
8   (e)   logic for outputting the promotional offer to the user based on the relationship of
9         the user with the product.

1   14.   A system as recited in claim 13, wherein the promotional offer is selected based
2         on criteria input by the user.

1   15.   A system as recited in claim 14, wherein the criteria is selected from a group
2         consisting of: a price of the product, a location of a vendor of the product, a
3         date, a time, wrapping of the product, shipment of the product, and ability to
4         pick up the product.

1   16.   A system as recited in claim 13, wherein the promotional offer is output to a
2         web page of a network data site, wherein the user accesses the web page for
3         viewing the promotional offer.

1   17.   A system as recited in claim 13, wherein content relating to the product is also
2        output to the user.

1   18.   A system as recited in claim 13, wherein the promotion offer is output to a client
2        device of the user, wherein the client device is selected from the group
3        consisting of: a personal computer, a scanner, a portable computing device, a
4        telephone, a pager, and a facsimile machine.